

Travel Meet Asia

23 – 24 June 2026 in Jakarta

PRESS RELEASE

Travel Meet Asia and ASITA Sign Strategic MoU to Strengthen Indonesia's Regional Tourism Presence

Travel Meet Asia and ASITA have entered into a strategic partnership to advance Indonesia's tourism and MICE sector. The collaboration combines Travel Meet Asia's global B2B reach with ASITA's strong domestic network to enhance Indonesia's visibility and business opportunities across the region.

Singapore/ Jakarta, 14 January 2026 — A Power Partnership set to boost Indonesia's tourism momentum: Travel Meet Asia, the regional travel-trade marketplace and conference series organised by Messe Berlin Asia Pacific (MB APAC), and the Association of the Indonesian Tours & Travel Agencies (ASITA) have officially signed a Memorandum of Understanding on 7 January in Jakarta. The signing took place as part of **ASITA's 55th Anniversary celebrations**, marking a significant milestone for the association and underscoring its long-term commitment to shaping a high-quality and sustainable tourism industry in Indonesia.

The MoU was signed by **Darren Seah, Executive Director of Messe Berlin Asia Pacific** and **Mr. Budijanto Ardiansjah, Secretary General of DPP ASITA and Chairman of ASITA Fair**, and was witnessed by the **Minister of Tourism of the Republic of Indonesia**, senior officials from the Ministry of Tourism, and the **President of ASITA**.

The agreement leverages MB APAC's international network, as the organiser of ITB Asia, the largest travel trade show in the Asia-Pacific region, together with ASITA's extensive domestic reach, creating a robust platform to elevate Indonesia's presence in the regional tourism and MICE sector.

Travel Meet Asia: A Rising Star in Asia's B2B Travel Scene

Travel Meet Asia has already established itself as a successful and fast-growing event series across Asia, hosting numerous high-quality B2B meetings, conferences, and marketplace activities welcomed by international and regional travel professionals. Building on this strong foundation, the new partnership with ASITA is set to further strengthen Indonesia's role as a central hub for business development and tourism collaboration in the region.

How the Partnership Works: Stronger Together

Under the MoU, MB APAC will spearhead international sales and marketing efforts, global buyer recruitment, overall branding, and the management of event operations: from floorplan development to financial oversight. The organisation will also curate international conference content, themes, and speaker engagements that address key regional and global industry trends.

ASITA's Mission: Uniting Indonesia's Tourism Champions

ASITA will focus on mobilising Indonesia's domestic tourism community, securing local exhibitors and sponsors, and shaping Indonesian-centred conference sessions, forums, cultural showcases, and business-matching activities. Furthermore, ASITA will serve as the primary liaison with the Ministry of Tourism, local government authorities, and national/regional associations. Additional commitments include providing liaison officers through Indonesian tourism schools and coordinating post-event familiarisation tours to introduce international buyers to Indonesia's diverse destinations.



Events/ Communities:



Press Contacts: Messe Berlin GmbH

Emanuel Höger
Spokesman
Senior Vice President
Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com

ITB Asia/ ITB Berlin / ITB China / ITB India / ITB Americas

Julia Sonnemann
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
julia.sonnemann@messe-berlin.com
www.messe-berlin.com

For additional details
www.travelmeetasia.com
www.itb-asia.com
www.miceshowasia.com
www.traveltechasia.com

For enquiries
info@messe-berlin.asia



From left to right: **Katrina Leung** (Managing Director & Vice President Asia Pacific at Messe Berlin), **Darren Seah** (Executive Director at Messe Berlin Asia Pacific), **Budijanto Ardiansjah** (Chairman of ASITA Fair Secretary General for ASITA National Board), **Dr. N. Rusmiati** (M.Si., M.H, Chairman DPP ASITA). © Messe Berlin Asia Pacific



From left to right: **Rizki Handayani Mustafa** (Deputy Minister for Industry and Investment, Ministry of Tourism Indonesia), **Katrina Leung** (Managing Director & Vice President Asia Pacific at Messe Berlin), **Darren Seah** (Executive Director at Messe Berlin Asia Pacific), **Budijanto Ardiansjah** (Chairman of ASITA Fair Secretary General for ASITA National Board), **Widiyanti Putri Wardhana** (Minister of Tourism Indonesia), **Dr. N. Rusmiati** (M.Si., M.H, Chairman DPP ASITA)

ASITA), **Ni Made Ayu Marthini** (Deputy Minister for Marketing, Ministry of Tourism Indonesia).
© Messe Berlin Asia Pacific

What Industry Leaders Say: A Win for the Region

"This partnership represents an important milestone for both Travel Meet Asia and Indonesia's tourism sector," said **Darren Seah, Executive Director, Messe Berlin Asia Pacific**. "By combining our international expertise with ASITA's extensive domestic footprint, we are creating a robust B2B platform that supports meaningful business connections, fosters market growth, and showcases Indonesia as a dynamic and competitive player within the regional tourism and MICE ecosystem."

Representing ASITA, **Budijanto Ardiansjah, Chairman of ASITA Fair Secretary General for ASITA National Board**, highlighted the significance of the collaboration for the wider region: "We are delighted to witness this strategic MoU being formalised. Travel Meet Asia has already proven its value as a high-quality platform within Asia, and ASITA's involvement will undoubtedly elevate the opportunities available to the industry. Partnerships like this strengthen the entire travel ecosystem and reflect the growing momentum of the Asian tourism market."

What's Next: More Highlights, More Opportunities

Further details and upcoming activities under the partnership will be announced in the coming months, as both organisations work to deliver impactful outcomes for the travel and tourism industry.

For further updates and access to post-show highlights, please visit:

www.travelmeetasia.com

About Travel Meet Asia

TMA was launched by Messe Berlin Asia Pacific in 2019 at regional locations within Asia. Originally organised as a conference and a networking event, TMA had since expanded to a B2B trade show with exhibitions, conferencing, and networking opportunities for the travel trade. TMA brings forth opportunities for Southeast Asia buyers and sellers to unlock key potentials in specific source markets or regions.

About ITB Asia

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin Asia Pacific and supported by the Singapore Exhibition & Convention Bureau. The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa, and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities, and travel technology companies are expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 3 to 5, 2026. ITB China, the premier marketplace for China's travel industry, is scheduled for 26 to 28 May 2026, in Shanghai. ITB India will take place in Mumbai from September 1 to 3, 2026. ITB Asia will be held in Singapore from 21 to 23 October 2026, covering the APAC market. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market.